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Importance of World Television Day

In December 1996, the United Nations General Assembly proclaimed 21st November as the World Television Day. The first World Television Forum was held in 1996. Following the forum, a resolution was passed in the United Nations General Assembly in the month of December in 1996 by force of which 21st November was henceforth effectively organized as the World Television Day. World Television Day is not meant to be so much as a celebration of the electronic tool itself, but rather of the philosophy which it represents—a philosophy of

openness and transparency of world issues. Television has long been thought to represent communication and globalization in the contemporary world.

World Television Day is a day to renew governments', organizations' and individuals' commitments to support the development of television media in providing unbiased information about important issues and events that affect the society. News about World Television Day can be shared via print, online and broadcast media.

The most obvious way to celebrate World Television Day is by watching television. World Television Day is a time to re-watch and relive some of the greatest moments of television that helped bring the reality

of a rapidly technologically advancing world into people's homes, forever changing their lives and how they perceived the world. World Television Day was established as a way of bringing focus back to these issues on an annual basis. In years gone by major TV stations have come together on the day to broadcast tributes to the importance of television in people's lives. Those that want to become more involved and have ideas about how to honor the day are welcomed to send their thoughts to the official website.

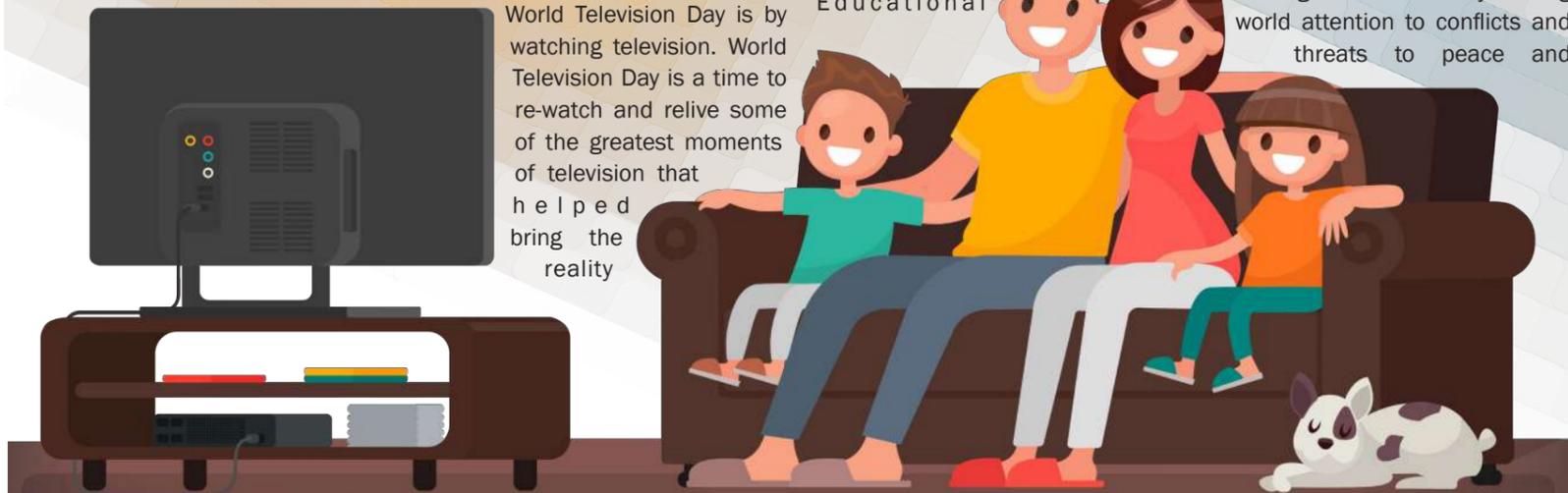
Educational

institutions may mark World Television Day on their calendars and educators may use this day as an opportunity to invite guest speakers to discuss media and communication issues relating to television. Discussion topics may include: how television promotes cultural diversity and a common understanding; the links between democracy and television; and the role of television in social, political and economic developments. This was implemented in recognition of the increasing impact television has on the process of decision-making. This was done by alerting world attention to conflicts and threats to peace and

security and its potential role in sharpening the focus on other major issues, including economic and social issues. Its impact and presence and its influence on world politics could thus not be denied.

The celebration highlights how communications have become one of today's central international issues, not only for their relevance to the world economy, but also for their implications for social and cultural development. This day highlights the links that exist between the broadcast media and not only social, economic and political developments but to democracy as a whole. Television not only provides all of us with vital information about the world, but it also helps to strengthen our democracies by getting this information directly into the hands of the people. As a result, TV media should not only be recognized for its contributions but should also be strengthened whenever possible.

Astika & Atreyee



Television Cultivating Stereotypes

Cultivation theory was composed by George Gerbner when he began research on whether watching television influences the audience's idea and perception of everyday life. Cultivation theory states that high frequency viewers of television are more susceptible to media messages and the belief that they are real and valid. Heavy viewers are exposed to more violence and therefore are affected by the Mean World Syndrome, the belief that the world is a far worse and dangerous place than it actually is. Cultivation theorists posit that television viewing can have long-term effects.

Heavy viewers of TV are thought to be 'cultivating' attitudes that seem to believe that the world created by television is an accurate depiction of the real world. The theory

suggests that prolonged watching of television can tend to induce a certain paradigm about violence in the world. Theorists break down



the effects of cultivation into two distinct levels: first order – is a general belief about the outer world, and second order – which are specific attitudes, such as a

hatred or reverence for law and order, paedophiles, etc.

The theory suggests that this cultivation of attitudes is based on attitudes already present in our society and that the media take

those attitudes which are already present and re-present them bundled in a different packaging to their audiences. One of the main tenets of the theory is that television

and media cultivate the status quo, they do not challenge it. Theorists of this persuasion are best known for their study of television violence, a hotly debated, and beaten to death topic. However, there are many studies that expand beyond the study of violence to cover gender, demographics, cultural representations, and political attitudes among many others.

Stereotypes, such as 'all black males are likely to be criminals', also come from high exposure to media messages. The theory believes that such high viewing can gradually and indirectly cultivate attitudes that are more consistent in the media world than the everyday world, within viewers. Another such instance is where women are portrayed as victims of crime, viewers are influenced to such a degree that it makes them feel insecure because they are

women. The same could be applied to Disney Princess films where women are shown to be happy only in the company of a man. Therefore the usual cultivation effects will make women believe they need to wait for a man and they will also take roles that are similar to what is portrayed in the films because they identify themselves with the characters. Children are subjected to heavy consumption of Disney films and the consistent ideals portrayed within them.

A double standard associated with aging men and women exists in television. In many films, women are often portrayed young compared to male counterparts. Women are often considered older in the film and television industry by age 35. Women's value in film emphasizes looks and youth whereas men have additional attributes that define their worth.

Nisha Mukherjee

A Celebration of the Wonderful World of Pop

The 7th edition of Bengaluru Comic Con at KTPO Trade and Convention Centre Whitefield held on the 17th and 18th of November, 2018, was an exhilarating experience. Besides the regular events such as cosplaying, gaming and interactive sessions with national and international artists, this year, the annual pop culture event had a few firsts to boast of – stand-up comedy by Sapan Verma and self-sessions with Space Junkies and Abhijeet Kini to name a few. The two days extravaganza attracted a few thousand guests who indulged in a number of fun-filled activities apart from filling their shopping carts with loads of cool merchandise.

On day 1, TBS Planet had debuted their brand-new series - The Pune Haunting, Abhijeet Kini launched Rhyme Fighters: The Collected Odes to our Unsung Heroes, Volumes 1, 2 and 3. There were special interactive sessions with



Warner Brothers and Sony Pix that garnered a huge crowd. The artist behind some of the iconic character designs & artwork, Glane Rane joined the audience at the Arena to talk about his work, life & all things Blizzard. At around 5 PM the entire audience gathered at the Arena stage to remember and honour the Legendary Stan Lee.

Like every year, this year too many Indian artists released their comic books. On day 2 we saw the very talented Rahil Mohsin debut his new book: Blame it on Rahil, a collection of his work so far. The very funny Sapan Verma performed on the Arena Stage. He successfully tickled the funny bones of the audience with his witty set. Ron Marz was back in India to meet his

Indian fans. There was a special panel with him where he talked about his work, all the way from writing for DC & Marvel to editing series for Virgin comics. There were also special sessions with The Warner Brothers with reference to Fantastic Beasts and the Crimes of Grindelwald. The event ended on a high when hundreds of cosplayers competed for the top honours in the

competition.

This year's Comic Con at Bengaluru included Marvel, Aquaman, Fantastic Beasts and the Crimes of Grindelwald, Annabelle, Sony Pix, AXN, and many more interesting arenas to quench the thirst of the geeks inside all of us. Some of the featured exhibitors were Crosswords Bookstore, The Souled Store, Scholastic India, Image Comics, etc.

Like every year this year also Bengaluru Comic Con was successful in connecting all of us. We look at popular culture as something that binds us together. It offers a place for people to connect as a result of mutual interests. It is this sense of community and belonging that makes so many fans visit this surreal event.

Nisha Mukherjee

Impact of Television on Consumer Behaviour and Popular Culture

3.5 billion hours is spent watching television by the people around the world. The mass media industry has grown substantially in recent years and television continues to be the top medium for advertisers to reach viewers. The television industry has a large impact on social lives of consumers. It dictates what the viewers will watch and consume as

System was established, many networks have shows that focus more on public affairs, drama and performing arts, which were only seen before then in print media. This depicts the shift in culture to these standard programming styles and messages. Since television uses an emotional appeal, most viewers at home are consuming

as the music industry, like VH1 or MTV, as well as Hollywood, like HBO or Showtime, which creates even more opportunities for producers to reach consumers.

Although there are various forms on mass media, television continues to be the most effective. Even with the popularity of the DVR or moving programming to online websites, television advertising continues to work and some consider it to be working better than ever. These new ways of watching television has created this spill over effect into other media thus making advertisements become even more effective by some research.

An example of the influence product placement has on popular culture is the hit CW show Gossip Girl. It is the star program for the broadcast television network. Promotions for the show included text message like advertisements in magazine and on billboards. It quickly grabbed the attention of both the tween demographic as well as the teenage audience by speaking a language they are most familiar with. Media buyers realized the show Gossip Girl is a great avenue to reach younger, more easily influenced consumers.

Like the Gossip Girl and F.R.I.E.N.D.S, all programmes are constantly gaining access to multi-million deals with large companies in hopes to attract viewers. With the increased access to television, there are even more opportunities to transmit these messages from the producer to the consumer. Knowing how advertisers and

producers create a consumer out of an audience using typical thirty-second television spots as well as product placement within programming, one can look at

its influence on society as well as popular culture.

Atreyee Bandyopadhyay



well as when they will watch it. The public is constantly bombarded with messages while watching television, many of which they are unaware of. From thirty-second advertisements to product placement, television is laced with company endorsements paying for valuable eye time.

Ninety-eight percent of our homes have television sets and those sets are turned on for an average of seven hours per day. Television is defined as a culture for the masses and it provides this idea of a standardized and homogenous culture. The types of television programs are almost identical on every network and all follow a similar format. Since 1967 when the Public Broadcasting

these messages unconsciously. Studies have shown that even the amount of education one obtains has little effect on their ability to sift through these consumer messages. As a result, many people simply turn on their television sets and watch, which creates this ideal consumer for the producers to reach.

The television transmits messages from the producer to the consumer using various media. Thus, a large part of the television industry is supported by advertisements. Its success for marketers and advertisers relates to the idea that television is seen as a national medium. Television now encompasses other mediums such

Recipe of the Week

BLOODY BREADSTICK



Bloody Bread Stick is one of the innovative snack, quick to prepare and suits to any occasion - right from watching a movie to your favourite sport. It is one of the best Indian snacks.

Ingredients:

1. Brown Bread Slice-4 Nos
2. Besan Flour- 150 grams
3. Chilli Powder - 50 grams
4. Ajwain- 10 grams
5. Garlic - 4Pearls
6. Ginger - 25 grams
7. Tomato Sauce Dip
8. Salt- To taste
9. Oil- To Fry

Method of Preparation:

1. Cut the Bread into finger size

and keep in a platter

2. Prepare a marinade with besan flour, chilli powder, ajwain, ginger- garlic paste and salt.
3. Heat the oil in a frying pan. Dip the finger size bread into the marinade and deep fry in oil until it is golden brown in colour.
4. Glaze tomato sauce dip and serve.
5. Enjoy your bloody breadstick.

Dr.D.P.Sudhagar

Associate Professor

School of Professional Studies

Department of Hospitality Management & Catering Technology

THE PALACE OF ILLUSIONS

A BOOK REVIEW

Author: Chitra Bannerjee Divakaruni.

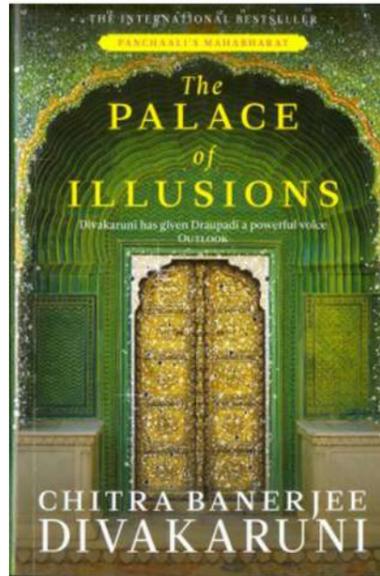
Published: 1st January 2008

Rating: 4/5

The historical epic, Mahabharata, unfolds against the lines of feminism in this book. "Palace of Illusions" by Chitra Bannerjee Divakaruni brings to light the injustices which have prevailed for a long time. Since she has written it from Draupadi's point of view, the book gives us an insight about the emotional and psychological moulding that the society tried to enforce on her. Time and time again it is hinted that several characters like Vyasa, Krishna, Sikhandi etc., knew of Panchaali's fate and yet stayed numb so that they could fulfil their own selfish wishes and goals. The thoughts and mind-set of Draupadi is manipulated by her brother and a part was also played by Krishna. Kunti used the emotional attachment her sons had towards her to manipulate

their minds into accepting her word of marrying Draupadi. She began by planting the seed of sympathy in the minds of the Pandavas before expressing her wish. Even while she informs the five brothers about this, she never takes the time to talk to Draupadi about it. This clearly shows that Draupadi was not considered important and neither was her views and opinions. Kunti's reference of Draupadi as 'This woman', shows the level of importance and respect which was given to Draupadi in the house of the Pandavas.

The book shows the journey of not only Draupadi but of almost every woman on the face of India. The plight of the women is portrayed in a simple yet breath-taking way, leaving a mark in each reader's mind. The basic life of Draupadi through her eyes and the plight of women is the main theme of the book. The writer has done a remarkable job in awakening us



to understand how women are manipulated and mistreated. She also portrays our ignorance where we fail to understand the intensity with which it affects each of our lives. It is one of the most beautifully formed art work which should be preserved for years to come. It enables us to not only look at the epics from a different point of view, but also helps us understand life as well. The book has encourages us to stand for what is right, choose our own identity and not let others dictate our lives.

Cynthia Valentina J

THE PRESTIGE

A MOVIE REVIEW



Director: Christopher Nolan

Screenplay: Jonathan Nolan, Christopher Nolan

Based on: The Prestige by Christopher Priest

Starring: Hugh Jackman, Christian Bale, Scarlett Johansson

Release Date: October 17, 2006

Directed by Christopher Nolan, 'The Prestige' (2006) is a masterpiece that tells the tale of two strong characters: Robert Angier (Hugh Jackman) and Alfred Borden (Christian Bale) who are magicians that compete against each other to prove their superiority over the other no matter what it takes.

The story twists and turns with a lot of surprising events. From the plot to the script, cinematography and presentation, Christopher Nolan is outstanding. For those who did not watch this movie attentively, might miss out on small details which are significant. This is a witty, clever and well placed movie that drops subtle hints about the next

moves and the plot growth. The three magic tricks narrated within the story can be related by the viewers. The most intriguing part of the movie is that the entire story can be weirdly related to one of the three magic tricks. The character development is done very smoothly where we can see the protagonist becoming antagonist. The theme of obsession, the broken timelines and the twist at the climax is so deliciously crafted that the audience is left asking for more.

Rating- 8/10

Dano & Pooja

GCU Placements

Garden City University offers students with the best courses and a serene environment. Garden City University believes in dreaming, achieving and winning. Students from over 80 nations trust this institution for the quality education that it provides. It not only prepares the student with theoretical knowledge but also gives them a taste of the real corporate world. Heartiest congratulations to the students who have come out with flying colours and made our institution proud by getting placed in prestigious companies. Students from various departments got placed in DSV AIR and SEA (De Sammensluttede Vognmænd) and Jaro Education. DSV AIR and SEA is a Danish transport and Logistics Company offering transport services worldwide by road, air, sea and train. Jaro Education is one of the leading education service providers, catering to the needs of working professionals by offering them varied choices in management and technology programs.

Nisha Mukherjee

| | | |
|--|---|---|
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|  ABHISHEK BENNY BBA |  ADITHI KIRAN BBA |  SAI JAGANATH BBA |

A GARDENIAN'S JOURNEY



Life of a college student is always said to be filled with fun and memories, but people fail to add that it shapes our life more than we intend it to. It's not just in relation to our studies, but life as a whole.

When I entered the college, I walked in with the same aspirations as any student. I wanted to score the best marks, be the best student, make friends and make loads of memories. But the college did more than that.

It helped in shaping me as an individual and what I am capable of today. These three years has been the most remarkable ones of my life. I have found the hidden corners of me and the mysteries I had within.

The students in Garden City University are from different parts of the world with different cultural backgrounds. This enables us to

create a bond and be open to new diversities.

To the University, we were like clay, our teachers and experiences here have moulded us to be better individuals. They have improved our abilities and skills to new heights. They have helped us overcome our fears in a remarkable way.

We have been taught the art of facing any hurdle that comes our way. We have been taught to rise up each time we fall. We have been taught to gather our broken pieces and make a better person of ourselves.

The things we have learnt in these three years are something which we aim to hold on to and remember for as long as we live. The lessons were lessons of life and not of career alone.

Cynthia Valentina J.

UPCOMING EVENTS

National Summit on Technology and Entrepreneurship

The National Summit on "Technology and Entrepreneurship" is being organized by The Research and Innovation Council (RIC), Entrepreneurship Club & the Department of Commerce & Management of Garden City University on the 24th of November 2018

This program will be unique in nature to bring diversified background of participants to facilitate expert sharing sessions and panel discussions to understand the best practices and innovations that can be adopted in the corporate and academic field.

The objectives of this program are to develop and strengthen the corporate

and academic leadership through best research practices, to enhance knowledge of participants in latest technology developments and start up opportunities, facilitating the acquisition of managerial, technical and leadership skills in corporate communication and to provide analytical knowledge on the recent developments in Internet of Things (IOT) and Artificial Intelligence (AI) and Robotics,

This program will help in developing Industry Institute interaction and to facilitate incubation activities in the University.

Atreyee Bandyopadhyay

The Healthier you eat, the Harder you can Study



The most stressful time of the year for students is during exams. No matter how hard one has prepared, toiled, or burnt the midnight oil, it is a time for students to be anxious and stressed. Many students burn the mid night oil and some even stay awake till the wee hours of the morning. Some are early morning birds, who wake up at the crack of dawn. Many have the habit of munching chips while studying, some indulge in sipping endless cups of tea/coffee, just about anything, to keep them going. There is a popular saying in Buddhism, "You become what you think". Similarly what you eat also reflects on your body and the functioning of your brain. So, the students should be mindful of what they are eating. Junk food and canned juices are a strict 'no' as they tend to make you feel lethargic and lazy. What is healthy

is generally perceived as uninteresting and hardly tasty. Nowadays, there are a lot of innovative recipes which besides being healthy, gratify your taste buds too.

As the students of Garden City University gear up for the upcoming examinations, here are some tips that can be followed in order to have a healthy diet during the exams so that it provides the required nutrients as well as prevents them from falling ill at this important time:

Instead of three big meals have frequent small meals with a balance of protein, high fibre and carbohydrates. Include fruits and veggies, whole grains and dry fruits in your meal. Drink plenty of water to be hydrated at all times. Breakfast should never be skipped as it is the most important meal of the day. Healthy and

Garden City University to Host Inter-School Taekwondo Competition

Garden City University is going to host the Inter School Taekwondo league on 24th of November, 2018, from 8 a.m. to 6 p.m, where students from the 2nd to the 8th grade will be participating in the competition. The venue for this contest will be the badminton arena above the food court. The footfall of this event is expected to be more than 500. Students will be witnessing and competing with different forms of taekwondo like Poomsae and Kyorugi.

Atreyee Bandyopadhyay

ISTL 2018
INTER SCHOOL TAEKWONDO LEAGUE
YOU CAN BE THE NEXT CHAMPION !!

DISTRICT LEVEL POOMSAE AND KYORUGI
DATE : 24TH NOVEMBER 2018
VENUE : GARDEN CITY UNIVERSITY
TIME : 8 AM TO 6 PM

ORGANISED BY
WORLD TAEKWONDO GLOBAL TAEKWONDO MISSION

Contact : 9066431414
Email : globaltaekwondomission@gmail.com

homemade snacks such as upma, poha are filling and will help curb the hunger pangs. Don't binge on chips or oily snacks with aerated drinks as they tend to induce sleepiness. Skip the high fat, high sugar content foods. They may give you a short energy boost but they don't contain the necessary nutrients to keep you going. Include moderate caffeine in your diet. Overdoing caffeine can lead to restlessness, jitteriness and also an upset stomach. Go for buttermilk, tender coconut water, milk shakes, green tea, yogurt or lemonade. They will stimulate the brain. One should also not forget to indulge in some physical activity. Take a short break after eating the snack. Go out for a short stroll. This will make you feel fresh after gruelling hours at the study table.

Students staying away from homes in hostels/PGs should also maintain a healthy lifestyle during exams. Call your roommates who are staying in PG and whip up some ready-to-eat healthy snacks with your friends. Even if you're not great at cooking, this can be a fun way to relax and de-stress. Group study can be so much fun with tasty snacks. The right food and drink can energise your system, improve your alertness and sustain you through the exam hours. GOOD LUCK!

Lt. Col. K.G. Nathan

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